

Nov

CONTRACT

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

Contract / Revision	Alt Order #
498447 /	06365975
Product	
NRCC IE SKED 2	
Contract Dates	Estimate #
10/19/12 - 10/25/12	3337
Advertiser	Original Date / Revision
NRCC	10/12/12 / 10/12/12
Billing Cycle	Billing Calendar
EOM/EOC	Broadcast
Station	Account Executive
KVVU	Teresa Difuria
Special Handling	
Demographic	
Adults 35+	
IDB#	Advertiser Code
	155
Product Code	
	426
Agency Ref	Advertiser Ref

And:

National Media Research Planning & Placement
815 Slaters Lane
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
										Spots		
N 1	KVVU	10/19/12	10/19/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	1	\$2,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/15/12	10/21/12	----1--					1	\$2,150.00			
N 2	KVVU	10/19/12	10/19/12	The Dr.Oz Show	3-4p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/15/12	10/21/12	----1--					1	\$350.00			
N 3	KVVU	10/19/12	10/19/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/15/12	10/21/12	----2--					2	\$450.00			
N 4	KVVU	10/19/12	10/19/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/15/12	10/21/12	----2--					2	\$725.00			
N 5	KVVU	10/19/12	10/19/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/15/12	10/21/12	----3--					3	\$700.00			
N 6	KVVU	10/19/12	10/19/12	More M-F 9-10a	M-F 9a-10a		:30			NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/15/12	10/21/12	----2--					2	\$275.00			
N 7	KVVU	10/22/12	10/22/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	2	\$4,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/22/12	10/28/12	2-----					2	\$2,150.00			
N 8	KVVU	10/22/12	10/22/12	The Dr.Oz Show	4-5p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/22/12	10/28/12	1-----					1	\$350.00			
N 9	KVVU	10/22/12	10/22/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/22/12	10/28/12	2-----					2	\$450.00			
N 10	KVVU	10/22/12	10/22/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/22/12	10/28/12	2-----					2	\$725.00			
N 11	KVVU	10/22/12	10/22/12	Extra	M-Sa 8-10p/Su 7-1		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/22/12	10/28/12	2-----					1	\$950.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

Contract / Revision 498447 /	Alt Order # 06365975	
Contract Dates 10/19/12 - 10/25/12	Product NRCC IE SKED 2	Estimate # 3337
Advertiser NRCC	Original Date / Revision 10/12/12 / 10/12/12	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays								
Week:		Week: 10/22/12	10/28/12	1-----				1	\$950.00			
N 12	KVVU	10/22/12	10/22/12	Fox 5 News AM	M-F 7a-9a		:30			NM	3	\$2,100.00
		Start Date	End Date	Weekdays								
		Week: 10/22/12	10/28/12	3-----				3	\$700.00			
N 13	KVVU	10/22/12	10/22/12	More M-F	9-10a	M-F	9a-10a		:30	NM	2	\$550.00
		Start Date	End Date	Weekdays								
		Week: 10/22/12	10/28/12	2-----				2	\$275.00			
N 14	KVVU	10/21/12	10/21/12	Fox 5 News Su	10p-1045p	Su	10p-1045p		:30	NM	1	\$1,850.00
		Start Date	End Date	Weekdays								
		Week: 10/15/12	10/21/12	-----1				1	\$1,850.00			
N 15	KVVU	10/21/12	10/21/12	Sports Plus Su	1045p	1045p-11p		:30		NM	1	\$1,200.00
		Start Date	End Date	Weekdays								
		Week: 10/15/12	10/21/12	-----1				1	\$1,200.00			
N 16	KVVU	10/25/12	10/25/12	Fox 5 News M-F	10p-11p	10p-11p		:30		NM	1	\$2,150.00
		Start Date	End Date	Weekdays								
		Week: 10/22/12	10/28/12	---1---				1	\$2,150.00			
N 17	KVVU	10/25/12	10/25/12	The Dr.Oz Show		3-4p		:30		NM	1	\$350.00
		Start Date	End Date	Weekdays								
		Week: 10/22/12	10/28/12	---1---				1	\$350.00			
N 18	KVVU	10/25/12	10/25/12	FOX 5 News 5-6am M-F		5a-6a		:30		NM	2	\$900.00
		Start Date	End Date	Weekdays								
		Week: 10/22/12	10/28/12	---2---				2	\$450.00			
N 19	KVVU	10/25/12	10/25/12	Fox 5 News AM M-F	6a-7a	M-F	6a-7a		:30	NM	2	\$1,450.00
		Start Date	End Date	Weekdays								
		Week: 10/22/12	10/28/12	---2---				2	\$725.00			
N 20	KVVU	10/25/12	10/25/12	BB World Series		330pm-8pm		:30		NM	1	\$9,500.00
		Start Date	End Date	Weekdays								
		Week: 10/22/12	10/28/12	---1---				1	\$9,500.00			
N 21	KVVU	10/25/12	10/25/12	Extra		M-Sa 8-10p/Su 7-1		:30		NM	1	\$950.00
		Start Date	End Date	Weekdays								
		Week: 10/22/12	10/28/12	---1---				1	\$950.00			
N 22	KVVU	10/25/12	10/25/12	Fox 5 News AM M-F	7a-9a	M-F 7a-9a		:30		NM	3	\$2,100.00
		Start Date	End Date	Weekdays								
		Week: 10/22/12	10/28/12	---3---				3	\$700.00			
N 23	KVVU	10/25/12	10/25/12	More M-F	9-10a	M-F	9a-10a		:30	NM	2	\$550.00
		Start Date	End Date	Weekdays								
		Week: 10/22/12	10/28/12	---2---				2	\$275.00			
N 24	KVVU	10/23/12	10/23/12	Fox 5 News M-F	10p-11p	10p-11p		:30		NM	1	\$2,150.00
		Start Date	End Date	Weekdays								
		Week: 10/22/12	10/28/12	-1-----				1	\$2,150.00			
N 25	KVVU	10/23/12	10/23/12	The Dr.Oz Show		4-5p		:30		NM	1	\$350.00
		Start Date	End Date	Weekdays								
		Week: 10/22/12	10/28/12	-1-----				1	\$350.00			
N 26	KVVU	10/23/12	10/23/12	FOX 5 News 5-6am M-F		5a-6a		:30		NM	2	\$900.00
		Start Date	End Date	Weekdays								
		Week: 10/22/12	10/28/12	-2-----				2	\$450.00			
N 27	KVVU	10/23/12	10/23/12	Fox 5 News AM M-F	6a-7a	M-F 6a-7a		:30		NM	2	\$1,450.00
		Start Date	End Date	Weekdays								
		Week: 10/22/12	10/28/12	-2-----				2	\$725.00			

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**KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555**

<u>Contract / Revision</u>	<u>Alt Order #</u>	
498447 /	06365975	
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/19/12 - 10/25/12	NRCC IE SKED 2	3337
<u>Advertiser</u>		<u>Original Date / Revision</u>
NRCC		10/12/12 / 10/12/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week			Rate				
N 28	KVVU	10/23/12	10/23/12	Extra			:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
		Week: 10/22/12	10/28/12	--1----	1	\$950.00						
N 29	KVVU	10/23/12	10/23/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
		Week: 10/22/12	10/28/12	--3----	3	\$700.00						
N 30	KVVU	10/23/12	10/23/12	More M-F 9-10a	M-F 9a-10a		:30			NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
		Week: 10/22/12	10/28/12	--2----	2	\$275.00						
N 31	KVVU	10/24/12	10/24/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	1	\$2,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
		Week: 10/22/12	10/28/12	--1----	1	\$2,150.00						
N 32	KVVU	10/24/12	10/24/12	The Dr.Oz Show	3-4p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
		Week: 10/22/12	10/28/12	--1----	1	\$350.00						
N 33	KVVU	10/24/12	10/24/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
		Week: 10/22/12	10/28/12	--2----	2	\$450.00						
N 34	KVVU	10/24/12	10/24/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
		Week: 10/22/12	10/28/12	--2----	2	\$725.00						
N 35	KVVU	10/24/12	10/24/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
		Week: 10/22/12	10/28/12	--3----	3	\$700.00						
N 36	KVVU	10/24/12	10/24/12	TMZ	M-Sa 8-10p/Su 7-1		:30			NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
		Week: 10/22/12	10/28/12	--1----	1	\$1,350.00						
N 37	KVVU	10/24/12	10/24/12	More M-F 9-10a	M-F 9a-10a		:30			NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
		Week: 10/22/12	10/28/12	--2----	2	\$275.00						

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/25/12	63	\$56,400.00	\$47,940.00
Totals	63	\$56,400.00	\$47,940.00

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

REP HEADLINE# 6365975 TRF# 498447
CREDIT ADVISORY: AGENCY ORDER WORKSHEET
UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET FROM REP OCT12/12 17.29
CHANGES *** KVUU-TV ***

ADV #	ADV. NAME	ISS/NRCC-IE	REP. #	OFF. #	762	Salesman #
AGY #	AGY. NAME	NAT'L MEDIA RESEARCH PLANNING PLAC	BUYER NAME	NMRPP	MEDIAASSISTANT	
ORDER #	CONTRACT #	6365975	CLASS:	NATL.	LOCAL	REGIONAL
PRDCT	NRCC IE SKED 2	EST# 3337	COMMENTS:	(LINE, ORDER, INVOICE)		
FLIGHT DATES	OCT19/12	OCT25/12	WK-1			
CITY TAX	STATE TAX		CO-OP BILLING NEEDED			
REP:	TO ROSE FR NIKKI OK'D M1 AND M2 SEE LINES 38-44 TOTAL SAME PLS CNF THANKS					
STA:	CON CM	***** THIS IS A CASH IN ADVANCE SCHEDEULE *****				
PROGRAM : RA35-64 : CON COM1 :	DR. OZ					
PROGRAM : RA35-64 : CON COM1 :	0.9					
PROGRAM : RA35-64 : CON COM1 :	DR. OZ					
38 A 300P-400P	30	\$350.00	10/19	10/19	0	FRI
PROGRAM : RA35-64 : ORD COM1 :	DR. OZ					
PROGRAM : RA35-64 : CON COM1 :	0.9					
PROGRAM : RA35-64 : ORD COM1 :	TP CHG DUE TO BASEBALL & DEBATE. PRE-BOOKED PLS APPROVE					
THIS IS A MAKE-GOOD FOR OCT19 ON LINE-2 FOR 1 SPOT/WK						
THIS IS A MAKE-GOOD FOR OCT22 ON LINE-11 FOR 1 SPOT/WK						
THIS IS A MAKE-GOOD FOR OCT25 ON LINE-17 FOR 1 SPOT/WK						
THIS IS A MAKE-GOOD FOR OCT25 ON LINE-21 FOR 1 SPOT/WK						

REP HEADLINE# 6365975
\$SS UNAPPROVED REV#1 \$SS TRF# 498447

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

FAX# 610-225-1191
CREDIT RISK !!!
HARRIS REPORT FROM REP OCT 12/12 17.2.9
CHANGES *** KVUU-TV ***

REP HEADLINE# 6365975
\$SS UNAPPROVED REV#1 \$SS TRF# 498447

REP: TEL# 610-293-4100
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 610-225-1191
CREDIT RISK !!!
HARRIS REPORT FROM REP OCT 12/12 17.2.9
CHANGES *** RVVV-TV ***

REP: TELL# 610-293-4100 FAX# 610-225-1191
REP HEADLINE# 6365975 CREDIT ADVISORY: AGENCY CREDIT RISK !!
\$\$\$ UNAPPROVED REV #1 \$\$\$ ORDER WORKSHEET HARRIS REPORT FROM REP OCT12/12 17.29
***CHANGES** *** KVUU-TV ***

LINE#:	REP	CD:	TIME	PERIOD	:	LGTH	:	SEC	:	RATE	:	START	:	END	:	SPTS:	WEEK	:	DAYs	:	TOTL:	:	SPTS:
OCT/12					:		:		:		:	DATE	:	DATE	:	/WK:	INVT	:					

CONTRACT TOTAL
TOTAL SPOTS 56400.00
SPOTS 63

MARKET TOTALS \$225,600 KVUU 25% KSNV 51% KLAS 4% KTNU 17% KVMY 2% KVCW 1% CABL 0%
SVC- NSI KTUD 0%
DEMOs- RA35-64*
MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6365975
*** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT 8 / 12 10 . 18
*** KVUU-TV ***

ADV # _____ ADV - NAME ISS/NRCC-IE
 AGY # _____ AGY - NAME NAT'L MEDIA RESEARCH PLANNING PLAC

REP. # _____ OFF. # 762 SALESMAN # _____
BUYER NAME NMRPP MEDIAASSISTANT
SALES PRSN PH- TERESA DIFURIA

ALEXANDRIA, VA 22314

CONTRACT # 0200975

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CITY TAX _____ STATE TAX _____

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PLS CNF THANKS

CON CM * * * * THIS IS A CASH IN ADVANCE SCHEDULE * * * * *

REP : LINE# :	CD : AGENCY	TIME : ADVERTISER	PERIOD : CODE	LGTH : RATE	SEC : START	END : DATE	SPTS : DATE	WEEK : /WK:	INVT : DAYS	:TOTIM :SPTS
1	1000P-1100P	30	\$2,150.00	10/19	10/19	1	FRI			
2	400P-500P	30	\$350.00	10/19	10/19	1	FRI			
PROGRAM	FOX 5	NWS-10								
RA35-64	3.9									
CON COM1	FOX 5	NWS-10								
PROGRAM	DR. OZ									
RA35-64	0.9									
CON COM1	DR. OZ									

3-40

REP HEADLINE# 6365975
*** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT 8/12 10.18
*** KVNU-TV ***

LINE#:	REP	CD:	TIME	PERIOD	: LGTH	: SEC	: RATE	: START	: END	: SPTS:	WEEK :	DAYs	:TOTL:	:SPTS:
3														
	PROGRAM	:	FOX 5	NEWS	5A									
	RA35-64	:	1.2											
	CON COM1:	:	FOX 5	NEWS	5A									
4					600A-700A									
	PROGRAM	:	FOX 5	NEWS	6A									
	RA35-64	:	2.5											
	CON COM1:	:	FOX 5	NEWS	6A									
5					700A-900A									
	PROGRAM	:	FOX 5NWS	LIV-LV										
	RA35-64	:	2.5											
	CON COM1:	:	FOX 5NWS	LIV-LV										
6					900A-1000A									
	PROGRAM	:	MORE											
	RA35-64	:	1.1											
	CON COM1:	:	MORE											
7					1000P-1100P									
	PROGRAM	:	FOX 5	NWS-10										
	RA35-64	:	3.9											
	CON COM1:	:	FOX 5	NWS-10										
8					400P-500P									
	PROGRAM	:	DR.	OZ										
	RA35-64	:	0.9											
	CON COM1:	:	DR.	OZ										
9					500A-600A									
	PROGRAM	:	FOX 5	NEWS	5A									
	RA35-64	:	1.2											
	CON COM1:	:	FOX 5	NEWS	5A									
10					600A-700A									
	PROGRAM	:	FOX 5	NEWS	6A									
	RA35-64	:	2.5											
	CON COM1:	:	FOX 5	NEWS	6A									
							\$725.00		10/22					
									10/22					
										2				
											MON			
												2		

REP HEADLINE# 6365975
*** ORIGINAT. R.FV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
*** OPTGNTN PRV#0 ***

REP HEADLINE# 6365975
*** ORIGINAT REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT 8 / 12 10 . 18

REP HEADLINE# 6365975
*** OPT-OUT PREV40 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

REP HEADLINE# 6365975
*** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
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